

科目コード／科目名 (Course Code / Course Title)	抽選登録／Basics in Marketing		
テーマ／サブタイトル等 (Theme / Subtitle)	Principles and Basics of Marketing		
担当者名 (Instructor)	アブダリー(ABU-DARI MAZEN M. M.)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU2101	言語 (Language)	英語 (English)
備考 (Notes)			

授業の目標 (Course Objectives)

This course aims at introducing the basic principles of marketing. The goal of marketing any good or service is to boost the power of a good or service to satisfy the wants of consumers. This course examines our present-day marketing system from a managerial point of view.

授業の内容 (Course Contents)

This course introduces the term marketing and its role, explores the importance of strategies marketing, and describes the four elements of marketing mix (place, product, pricing, and promotion). This course also describes the make up of a working marketing strategy.

授業計画 (Course Schedule)

1. Marketing's Value to Customers, Firms, and Society
2. Marketing Strategy Planning
3. Focusing Marketing Strategy with Segmentation and Positioning
4. Final Customers and Their Buying Behaviour
5. Improving Decisions with Marketing Information
6. Elements of Product Planning for Goods and Services
7. Product Management and New-Product Development
8. Place and Development of Channel Systems
9. Distribution Customer Service and Logistics
10. Retailers, Wholesalers, and Their Strategy Planning
11. Promotion - Introduction to Integrated Marketing Communications
12. Pricing Objectives and Policies
13. Price Setting in the Business World
14. Final Project

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

Instructions to be given during the class.

成績評価方法・基準 (Evaluation)

Quizzes(30%)/Class Participation(35%)/Final Project(35%)

Full attendance is required. Attendance will be required to acquire the course credits in general.

テキスト (Textbooks)

1. William Perreault Jr., Joseph Cannon, and E. Jerome McCarthy. 2019. *Essentials of Marketing: A Marketing Strategy Planning Approach*, 16e. McGraw-Hill Education

参考文献 (Readings)

その他 (HP 等) (Others(e.g.HP))

注意事項 (Notice)